



SPRING 2010 AFSPC COMMANDER'S CONFERENCE

Online Training Tools:

- National Operations Security Program OPSEC and Social Networking Sites Safety Checklist: http://www.iooss.gov/sns_safety_check.pdf
- DoD's Social Media Hub: <http://socialmedia.defense.gov/index.php/games/>
- U.S. Strategic Command's Social Network Training site: <http://www.stratcom.mil/snstraining/index.html>

Air Force and DoD Guidance:

- AFI 35-113, Internal Information, Section 15: Social Media
- AFI 33-129, Section 2, Use of Internet Resources by Government Employees
- AFI 35-107, Public Web Communications
- AFI 33-100, User Responsibilities and Guidance for Information Systems
- AFI 33-129, Web Management and Internet Use Guidance Memo
- AFI 10-701, Operations Security (OPSEC)
- Joint Ethics Regulation 2-301-Use of Federal Government Resources

Official Air Force Sites:

- Air Force's Official Social Media Directory: <http://www.af.mil/socialmedia.asp>
- Air Force Space Command Social Media Addresses:
 - Facebook: <http://www.facebook.com/AirForceSpaceCommand>
 - Twitter: <http://twitter.com/AFSpace>
 - Flickr: <http://www.flickr.com/photos/airforcespacecommand>
 - YouTube: <http://www.youtube.com/airforcespacecommand>
 - Linked in: <http://www.linkedin.com/companies/air-force-space-command>

Social Media Tips

DON'T DISCLOSE CLASSIFIED INFO

SAFETY & OPSEC AT THE FOREFRONT

DON'T LIE

GIVE YOUR OPINION

ALWAYS IDENTIFY YOURSELF

BE AWARE OF THE IMAGE YOU PRESENT

USE COMMON SENSE

KNOW THE ENEMY IS ENGAGED





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Keys to Social Media Success

Always keep OPSEC on the forefront & never lie!

Be Committed to Dialogue and Interaction

- Be “active” in the online community, not just your page
- Communicate – don’t just post a link: Have something to say when you link a story, video, etc.

Be Honest – if it’s your Twitter Page –YOU Tweet

- Speak to what is on your mind
- Tell what is going on within the command/unit/group
- Relate what is going on to the homefront

See this as an opportunity to tell “your Air Force story”

- Respond to your readers, followers, and fans

Determine if your unit needs its own site—it is not “mandatory” for everyone

- Why is it appropriate? Is there value added to the mission?
- Is there enough information to stay actively engaged?
- Is there an opportunity to reach a greater audience to tell your story?
- Contact your Commander or Wing Public Affairs office for more information or to help you relay your information through official Public Affairs social media activities.

